AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior revisions, and listings, of claims in the application.

Listing of Claims:

1. (*Currently amended*) An on-line advertising system, comprising:

a processor;

one or more memories to communicate with the processor, the one or more memories storing database;

an advertisement database for maintaining advertisement data of a plurality of advertisements, at least one keyword related to each said advertisement and a category corresponding to each said advertisement;

determining a content category for content provided to a user terminal through a communication network via a content classifying system utilizing a predetermined classification algorithm, a content category for classifying said content according to relevant advertising;

a content database for maintaining at least a content identifier and at least a predetermined content category associated with a said content identifier, where a content identifier for identifying content provided to a user terminal through a communication network, and where a content category for said content determined via a content classifying system, a said content category for classifying said content according to relevant advertising~~, and a category related to the content~~;

an advertisement data searching unit configured for searching the advertisement database for advertisement data corresponding to the maintained category related to the content to be displayed to a user to be searched;

an advertisement data selecting unit configured for selecting a portion of advertisement data among the searched advertisement data, based on a predetermined criterion, by using at least one keyword related to the searched advertisement data; and

a display control unit configured for controlling an advertisement associated with the selected advertisement data to be displayed on the user terminal in association with the searched content.

2. (*Previously Presented*) The system as claimed in claim 1, wherein the advertisement data selecting unit comprises:

a keyword searching module, resident in one of the memories and executable by the processor, configured for searching the content to be displayed to the user for the at least one keyword related to the searched advertisement data;

an exposure point computing module, resident in one of the memories and executable by the processor, configured for computing an exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched keywords in the content, positions of the searched keyword in the content and a font style of the searched keywords inspecting at least one selected from a group consisting of the number of the searched keywords, locations thereof in the content and a font style thereof, and computing an exposure point related to the advertisement data based on the result of the inspection; and

an advertisement data selecting module, resident in one of the memories and executable by the processor, configured for selecting a portion of advertisement data among the searched advertisement data, based on the exposure point.

3. (*Previously Presented*) The system as claimed in claim 1, the system further comprising a keyword database for maintaining a keyword and a similar keyword related thereto, wherein the similar keyword is a keyword having a similar meaning to the meaning of the keyword; wherein the advertisement data selecting unit comprises:

a keyword searching module, resident in one of the memories and executable by the processor, configured for searching the content for at least one keyword related to the searched advertisement data and a similar keyword to the at least one keyword;

an exposure point computing module, resident in one of the memories and executable by the processor, configured for computing an exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched similar keywords in the content, positions of the searched similar keywords in the content and a font style of the searched similar keywords inspecting at least one selected from a group consisting of the number of the searched similar keywords, locations thereof in the content and a font style thereof, and computing an exposure point related to the advertisement data based on the result of the inspection; and

an advertisement data selecting module, resident in one of the memories and executable by the processor, configured for selecting a portion of advertisement data from the searched advertisement data, based on the exposure point.

4. (*Previously Presented*) The system as claimed in claim 1, the system further comprising a keyword database for maintaining a keyword and an expansion keyword related thereto, wherein the expansion keyword and the keyword are in genus-species hierarchies is a keyword having a meaning of a upper concept of the meaning of the keyword or a lower concept thereof;

wherein the advertisement data selecting unit comprises:

a keyword searching module, resident in one of the memories and executable by the processor, configured for searching the content for a keyword related to the searched advertisement data and an expansion keyword related to the keyword;

an exposure point computing module, resident in one of the memories and executable by the processor, configured for computing an exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched expansion keywords in the content, positions of the searched expansion keywords in the content and a font style of the searched expansion keywords inspecting at least one selected from a group consisting of the number of the searched expansion keywords, locations thereof in the content and a font style thereof, and computing an exposure point related to the advertisement data based on the result of the inspection; and

an advertisement data selecting module, resident in one of the memories and executable by the processor, configured for selecting a portion of advertisement data from the searched advertisement data, based on the exposure point.

5. (*Previously Presented*) The system as claimed in claim 1, the system further comprising a keyword database for maintaining a keyword, a similar keyword related thereto and an expansion keyword related thereto, wherein the similar keyword is a keyword having a similar meaning to the meaning of the keyword and the expansion keyword is in genus-species hierarchies with the keyword a keyword having a meaning of a upper concept of the meaning of the keyword or a lower concept thereof;

wherein the advertisement data selecting unit comprises:

a keyword searching module, resident in one of the memories and executable by the processor, configured for searching the content for a keyword related to the searched advertisement data, a similar keyword related to the keyword and an expansion keyword related thereto;

an exposure point computing module, resident in one of the memories and executable by the processor, configured for computing a first exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched keywords in the content, positions of the searched keywords in the content and a font style of the searched keywords, for computing a second exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched similar keywords in the content, positions of the searched similar keywords in the content and a font style of the searched expansion keywords, for computing a third exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched expansion keywords in the content, positions of the searched expansion keywords in the content and a font style of the searched expansion keywords, and for inspecting at least one selected from a group consisting of the number of the searched keywords, locations thereof in the content and a font style thereof, and computing a first exposure point related to the advertisement data based on the result of the inspection;

inspecting at least one selected from a group consisting of the number of the searched similar keywords, locations thereof in the content and a font style thereof, and computing a second exposure point related to the advertisement data based on the result of the inspection;

inspecting at least one selected from a group consisting of the number of the searched expansion keywords, locations thereof in the content and a font style thereof, computing a third

exposure point related to the advertisement data based on the result of the inspection; and

computing an exposure point based on at least one of the first exposure point, the second exposure point and the third exposure point; and

an advertisement data selecting module, resident in one of the memories and executable by the processor, configured for selecting a portion of advertisement data from the searched advertisement data, based on the exposure point.

6. (*Previously Presented*) The system as claimed in claim 5, wherein the exposure point computing module computes the exposure point by applying a weight value giving a weight to the first exposure point, the second exposure point or the third exposure point.

7. (*Previously Presented*) The system as claimed in claim 2, wherein the advertisement data selecting module selects the predetermined number of advertisement data of which the exposure point ranks high.

8. (*Previously Presented*) The system as claimed in claim 2, wherein the advertisement data selecting module selects predetermined advertisement data from the searched advertisement data on the basis of the exposure point and selects a predetermined number of random advertisement data, during a predetermined period, from the selected advertisement data.

9. (*Previously Presented*) The system as claimed in claim 8, wherein the advertisement data selecting module sequentially selects a predetermined number of the selected advertisement data during the predetermined period.

10. (*Previously Presented*) The system as claimed in claim 1, wherein the advertisement data selecting unit selects a predetermined number of random advertisement data from the searched advertisement data.

11. (*Previously Presented*) The system as claimed in claim 1, wherein the advertisement data selecting unit sequentially selects the predetermined number of advertisement data during a predetermined period from the searched advertisement data.

12. (*Currently amended*) A computer-implemented on-line advertising method, the method comprising the steps of:

maintaining advertisement data, at least one keyword related to the advertisement data and a category corresponding to the advertisement data, in an advertisement database;

determining a content category for content provided to a user terminal through a communication network via a content classifying system utilizing a predetermined classification algorithm, a content category for classifying said content according to relevant advertising;

maintaining a content database in which at least a content identifier and at least a said content category associated with a said content identifier are stored, a content identifier for identifying content provided to a user terminal through a communication network ~~and a category related to the content, in a content database~~;

storing at least one of said databases in a memory;

searching the advertisement database for advertisement data corresponding to [[a]] the category related to the content to be displayed to a user;

selecting advertisement data among the searched advertisement data, based on a predetermined criterion, by using at least one keyword related to the searched advertisement data; and

controlling an advertisement associated with the selected advertisement data to be displayed on the user terminal in association with the content, where said steps of determining a content category, searching the advertisement database, selecting advertisement data and controlling an advertisement is performed by a processor.

13. (*Previously Presented*) The method as claimed in claim 12, wherein the step of maintaining the advertisement database comprises the steps of:

receiving a keyword and advertisement data from an advertiser;

receiving selection of a category for the advertisement data from the advertiser; and

storing the received keyword and the category in association with the advertisement database.

14. (*Original*) The method as claimed in claim 13, wherein the step of receiving selection of a category from the advertiser comprises the steps of:

maintaining categories in a predetermined database;

providing the categories for the advertiser by a directory searching method; and

receiving selection of a predetermined category among the provided categories, from the advertiser.

15. (*Previously Presented*) The method as claimed in claim 12, the method further

comprising the step of maintaining keywords in a keyword database;

wherein the step of selecting advertisement data according to a predetermined criterion from the searched advertisement data by using the keyword comprises the steps of:

respectively searching the content for a keyword related to the advertisement data;

computing an exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched keywords in the content, positions of the searched keywords in the content and a font style of the searched keywords; and

selecting advertisement data from the searched advertisement data based on the exposure point.

16. (*Previously Presented*) The method as claimed in claim 12, the method further comprising the step of maintaining a keyword, a similar keyword related thereto or an expansion keyword related thereto in a keyword database, wherein the similar keyword is a keyword having a similar meaning to the meaning of the keyword and the expansion keyword is in genus-species hierarchies with the keyword;

wherein the step of selecting advertisement data according to a predetermined criterion from the searched advertisement data using the keyword comprises the steps of:

respectively searching the content for a keyword related to the advertisement data;

searching for a similar keyword related to the searched keyword or an expansion keyword related thereto;

computing a first exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched similar keywords in the content, positions of the searched similar keywords in the content and a font style of the searched expansion

keywords;

computing a second exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched expansion keywords in the content, positions of the searched expansion keywords in the content and a font style of the searched expansion keywords; and

computing an exposure point from the searched advertisement data, based on the first exposure point or the second exposure point.

17. (*Canceled*)

18. (*Currently Amended*) ~~One or more~~ A computer-executable program product tangibly embodied on a computer storage ~~computer-readable media~~ medium ~~having stored thereon a computer program~~ that, when executed by one or more processors, causes the one or more processors to perform acts including:

maintaining advertisement data, at least one keyword related to the advertisement data and a category corresponding to the advertisement data, in an advertisement database;

determining a content category for content provided to a user terminal through a communication network via a content classifying system utilizing a predetermined classification algorithm, a content category for classifying said content according to relevant advertising;

maintaining a content database in which at least a content identifier and at least a said content category associated with a said content identifier are stored, a content identifier for identifying content provided to a user terminal through a communication network ~~and a category related to the content, in a content database~~;

searching the advertisement database for advertisement data corresponding to a category related to the content to be displayed to a user;

selecting advertisement data among the searched advertisement data, based on a predetermined criterion, by using at least one keyword related to the searched advertisement data; and

controlling an advertisement associated with the selected advertisement data to be displayed on the user terminal in association with the content.